

New organic, non-drowsy, drug-free hayfever balm launches

Submitted by: Excellart

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Balmy Aloe Vera Beats Hayfever

Ethical UK company, HayMax (<http://www.haymax.biz>), is launching a new variety of its organic, drug-free hayfever balm – HayMax (<http://www.haymax.biz>) Aloe Vera – to help relieve the symptoms of hayfever (<http://www.haymax.biz>) – sneezing and soreness around the nose – without drowsiness or costing the earth!

It works by helping stop the pollen from getting into your body. And if it isn't in your body, it can't make you sneeze! Soothing Aloe Vera has now been added in this new variety, to reduce the dryness and soreness.

HayMax™ Aloe Vera helps beat the credit crunch and is kind to the environment. Each little pot goes a long way – one tub can last the whole summer. As well as being manufactured in the UK, HayMax sources as many of its components as possible in the UK, to reduce air miles, with many components being fully recyclable.

Aloe Vera contains healing properties from 18 amino acids, as well as enzymes, minerals, anti-microbial and sugars, which work together to soothe the skin, taking the sting out of hayfever*. Celebrity fans of this unique plant extract are said to include Brad Pitt and Victoria Beckham and its special benefits have also been proven in medical studies, which suggest that it may effectively reduce skin dryness**.

As well as Aloe Vera, HayMax™ comes in Lavender and Pure, and is made entirely from certified organic ingredients – beeswax, essential oils, extract of Aloe Vera and seed oils. It is approved by the Vegetarian Society and has Soil Association certification. HayMax™ is easy to use; it is simply applied around the base of each nostril two or three times a day during the pollen season. As it is drug-free, it is also suitable for pregnant and breast feeding women and children.

People from all across the country are enjoying the benefits of HayMax™, such as Donna Sandells, who says, 'I always suffered really badly with hayfever, however I could never take antihistamines as they would send me to sleep, even the non-drowsy ones ... I tried the product and I have to say it is the best alternative hayfever remedy I have ever tried! It relieved the symptoms of hayfever ... and best of all didn't send me to sleep!'

HayMax™ Aloe Vera retails at £6.80 and will be available from Spring 2009. It is available on-line and at selected supermarkets and stockists. Or you can buzz in on 01525 406600 for stockist details or visit www.haymax.biz.

HayMax™ Pure and Lavender retail at £6.80 each and are available nationwide from branches of Boots, Waitrose, Superdrug, Alliance pharmacies, Tesco and The Co-operative pharmacies. They are also available to buy from local chemists and pharmacies, as well as independent health food stores. Local stockists can be found by visiting www.haymax.biz or ringing 01525 406600, or the product can be ordered on-line or by telephone.

NOTES TO EDITORS

References

* Study 1: Dal'Belo SE, Gaspar LR, Maia Campos PM. Moisturizing effect of cosmetic formulations containing Aloe vera extract in different concentrations assessed by skin bioengineering techniques. *Skin Res Technol.* 2006;12(4):241-6.

** Study 2: Department of Dermatology, Northwestern University, The Feinberg School of Medicine, Chicago, Ill 60611-2923, USA. 'Evaluation of aloe vera gel gloves in the treatment of dry skin associated with occupational exposure.' Researchers concluded from their study that the application of aloe vera gel to the skin produced a uniformly positive outcome of improved skin integrity, decreased appearance of fine wrinkling, and decreased erythema in the management of occupational dry skin and irritant contact dermatitis. Erythema is when there is an abnormal redness of the skin resulting from the dilation of blood vessels. Source: *American Journal of Infection Control*, Volume 31, Issue 8 (continues)

Further Information

Max Wiseberg, founder of HayMax Limited, is available for interview. He is an excellent speaker on the subject of hayfever, having appeared on 34 radio stations in 2008 and a 2 hour chat show on the BBC. If you would like to arrange an interview or require any further information, please call Ian or Jenny Liddle on 01761 413 022.

If you require any further information about HayMax™, please contact:

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